

## Addendum 4

### Logic Model (2 pages)

Project Strategy	Activity	Output	Outcome
<i>Increase Individuals served</i>	Perform more ultrasound scans between all centers to increase childbirth outcomes.	200 additional ultrasound scans will be performed than were served under OPP last year.	Increased number of clients served with ultrasound scans will enable 75% of those to choose life instead of abortion
	Provide two-week supplies of prenatal vitamins to initiate the early stages of prenatal care.	Distribute prenatal vitamins to an additional 200 clients, as compared to the number served under OPP last year.	Increased distribution of prenatal vitamins to pregnant clients will enhance healthy birth outcomes. Measurement of improvement is well tested by scientific and medical research.
	Purchase updated curriculum from InJoy Birth & Parenting Education, Heritage House, and other providers	Offer 550 additional <i>Earn While You Learn</i> class sessions during the grant cycle between our centers	Help 110 more TANF-eligible families prepare for childbirth, parenting and safe sleep as well as better nutrition and other healthy choices.
	Increased number of families completing 9-week <i>Love Your Baby</i> , child abuse prevention and parenting series using Prenatal Nurturing Parent curriculum.	Provide 30 travel systems as incentives for class completion serving an additional 30 families yearly increasing participants from 77 to 107 in SFY 2016 and 2017.	The Prenatal Nurturing Parent curriculum used is an evidence-based program and pre and post test results will consistently demonstrate that 60% of clients show an increase in knowledge and intent over the 9 weeks.
	Increased number of clients who complete Job Readiness Training (JRT) will better prepare them for the workforce.	Increase JRT participants served to 5 in SFY 2016 and 10 in SFY 2017.	Updated resume and letter of reference enhance the client's opportunities to find employment.
<i>Provide new and expanded services</i>	Distribute prenatal care referral packets throughout the community using the Mobile Women's Center and at tables where pregnant women are likely to be.	Expand Holy Family Prenatal Care clientele by enrolling 26 new clients with \$10 first appointment incentives and \$50 six appointment completion incentives.	Early prenatal care leads to improved outcomes in low birth weight and premature delivery. Consistent results show Holy Family has much better birth outcomes than both the county and state.
	Serve male clients through a 12 week course on healthy fatherhood taught by African American Support Services Specialist.	Serve 30 dads through the new <i>24/7 Dads</i> ® program for grant year 1 to address the absent-father crisis.	Evidence-based curriculum shows a significant increase in father involvement in parenting. Pre and post tests will show gains in knowledge.

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	Distribute date rape drug test drink coasters at local colleges utilizing the Mobile Women's Center.	Outreach to local college aged women and increased awareness of our services to an additional 500 individuals	Drink coaster campaign will help make college students aware of date rape precautions & prevention as well as Mobile Women's Center services.
<i>Increase community awareness and availability of services</i>	Expand geographical reach and awareness of services utilizing internet.	<p>Purchase Extend Web Service's Tier III marketing strategy for increasing Local Search results for all locations.</p> <p>Purchase Google AdWords for SFY 2016 to target abortion-minded women.</p>	<p>Citation Creation/Claiming, Citation Optimization, Local Search Rank Monitoring, Google+ Local Magic, Citation Spy, and ReviewFlow identification and monitoring of online reviews, and Report results.</p> <p>Website traffic will increase by 5%</p>
<i>Mandatory Services : Parenting/counseling Infant/child safety Nutrition education</i>	Provide a wide variety of educational classes for pregnant and parenting clients (see Chart of Educational Classes: Addendum 3)	Increased number of classes (550) offered at all centers and refresh curricula as needed.	Numbers of classes and participants will be monitored for improvement. Pre and post tests will show an increase in knowledge of topic covered in at least 60% of clients served. Items purchased with Baby Bucks will be tracked to show increases in items distributed.
<i>Outreach to Other Social Services</i>	Maintain updated list of community referrals, visit social service providers, serve on community coalitions, and attend seminars.	Make active referrals on all clients who need them, especially for early prenatal care, WIC, Food assistance, child care, etc.	Maintain records on all referrals for the Women's Center and prenatal clients and follow up to see if they are participating.
<i>Address Infant Mortality</i>	Tracking all positive pregnancy tests in all six centers to encourage early prenatal care and Medicaid enrollment.	Follow up phone calls will be made three times to each women who has a positive pregnancy test to encourage her to sign up for prenatal care.	We will track the results and will increase the number of pregnant women who enroll in early prenatal care by 5% during the grant.
	Providing classes on safe sleep, nutrition, SIDS, drug and alcohol risks and numerous other classes to address infant mortality and providing safe sleep equipment.	Provide instruction as well as increased cribs, safe sleep sacks, pack-n-plays and bassinets in the boutiques to encourage safe sleep in order to combat the epidemic in infant mortality in our communities.	Numbers of classes and participants will be monitored for improvement. Pre and post tests will show an increase in knowledge of safe sleep as well as the other factors contributing to risk of infants in the first year of life in at least 40% of clients served. Items purchased with Baby Bucks will be tracked to show increases in safe sleep

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